



PCT
WELTORGANISATION FÜR GEISTIGES EIGENTUM
Internationales Büro
INTERNATIONALE ANMELDUNG VERÖFFENTLICHT NACH DEM VERTRAG ÜBER DIE
INTERNATIONALE ZUSAMMENARBEIT AUF DEM GEBIET DES PATENTWESENS (PCT)

<p>(51) Internationale Patentklassifikation ⁶ : G09F 27/00, 17/60, G09F 9/30</p>	<p align="center">A1</p>	<p>(11) Internationale Veröffentlichungsnummer: WO 98/22901</p> <p>(43) Internationales Veröffentlichungsdatum: 28. Mai 1998 (28.05.98)</p>
<p>(21) Internationales Aktenzeichen: PCT/EP97/06267</p> <p>(22) Internationales Anmeldedatum: 11. November 1997 (11.11.97)</p> <p>(30) Prioritätsdaten: 196 47 341.1 15. November 1996 (15.11.96) DE</p> <p>(71)(72) Anmelder und Erfinder: LAUSCH, Holger [DE/DE]; Anna-Siemsen-Strasse 64, D-07745 Jena (DE).</p> <p>(74) Anwälte: PFEIFFER, Rolf-Gerd usw.; Patentanwaltsbüro Pfeiffer & Partner, Helmholtzweg 4, D-07743 Jena (DE).</p>		<p>(81) Bestimmungsstaaten: AL, AM, AT, AU, AZ, BB, BG, BR, BY, CA, CH, CN, CZ, DK, EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, ARIPO Patent (GH, KE, LS, MW, SD, SZ, UG, ZW), eurasisches Patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), europäisches Patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI Patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).</p> <p>Veröffentlicht <i>Mit internationalem Recherchenbericht. Vor Ablauf der für Änderungen der Ansprüche zugelassenen Frist. Veröffentlichung wird wiederholt falls Änderungen eintreffen.</i></p>

(54) Title: METHOD AND DEVICE FOR PROJECTION AND RECEPTION OF VISUAL AND AUDIO-VISUAL MESSAGES AND THEIR ANALYSIS TO DETERMINE RADIUS OF ACTION AND CUSTOMER BEHAVIOUR

(54) Bezeichnung: VERFAHREN UND ANORDNUNG ZUR PROJEKTION UND REZEPTION VON VISUELLEN UND AUDIOVISUELLEN BOTSCHAFTEN UND DEREN ANALYSE FÜR DIE ERMITTLUNG DER REICHWEITE UND DES KÄUFERVERHALTENS

(57) Abstract

In order to achieve universal, networkable and verifiable analysis of the projection and reception of visual and audio-visual messages to determine radius of action and customer behaviour, the invention includes at least one projection area with an input and output sensor controlling projection via architecturally and ergonomically arranged displays and determining the radius of action. Also included is a consumption area with an electronic cash register recording customer behaviour. Both areas can coincide. Data provided from both areas is correlated in a computer. Several similar devices are connected to each other via a central station.

(57) Zusammenfassung

Zur universellen, vernetzbaren und verifizierbaren Analyse der Projektion und Rezeption von visuellen und audiovisuellen Botschaften für die Ermittlung der Reichweite und des Käuferverhaltens wird vorgeschlagen, mindestens einen Projektionsbereich mit einen Eingangs- und einen Ausgangssensor zur Steuerung der Projektion über architektonisch und ergonomisch angeordnete Displays und zur Ermittlung der Reichweite vorzusehen. Weiterhin ist ein Konsumtionsbereich mit einer elektronischen Kasse zur Erfassung des Kaufverhaltens vorhanden. Beide Bereiche können zusammenfallen. Die aus beiden Bereichen gelieferten Daten werden in einem Computer korreliert. Mehrere solcher Anordnungen sind über eine zentrale Station miteinander vernetzt.

BEST AVAILABLE COPY

BEST AVAILABLE COPY

LEDIGLICH ZUR INFORMATION

Codes zur Identifizierung von PCT-Vertragsstaaten auf den Kopfbögen der Schriften, die internationale Anmeldungen gemäss dem PCT veröffentlichen.

AL	Albanien	ES	Spanien	LS	Lesotho	SI	Slowenien
AM	Armenien	FI	Finnland	LT	Litauen	SK	Slowakei
AT	Österreich	FR	Frankreich	LU	Luxemburg	SN	Senegal
AU	Australien	GA	Gabun	LV	Lettland	SZ	Swasiland
AZ	Aserbaidshan	GB	Vereinigtes Königreich	MC	Monaco	TD	Tschad
BA	Bosnien-Herzegowina	GE	Georgien	MD	Republik Moldau	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagaskar	TJ	Tadschikistan
BE	Belgien	GN	Guinea	MK	Die ehemalige jugoslawische Republik Mazedonien	TM	Turkmenistan
BF	Burkina Faso	GR	Griechenland	ML	Mali	TR	Türkei
BG	Bulgarien	HU	Ungarn	MN	Mongolei	TT	Trinidad und Tobago
BJ	Benin	IE	Irland	MR	Mauretanien	UA	Ukraine
BR	Brasilien	IL	Israel	MW	Malawi	UG	Uganda
BY	Belarus	IS	Island	MX	Mexiko	US	Vereinigte Staaten von Amerika
CA	Kanada	IT	Italien	NE	Niger	UZ	Usbekistan
CF	Zentralafrikanische Republik	JP	Japan	NL	Niederlande	VN	Vietnam
CG	Kongo	KE	Kenia	NO	Norwegen	YU	Jugoslawien
CH	Schweiz	KG	Kirgisistan	NZ	Neuseeland	ZW	Zimbabwe
CI	Côte d'Ivoire	KP	Demokratische Volksrepublik Korea	PL	Polen		
CM	Kamerun	KR	Republik Korea	PT	Portugal		
CN	China	KZ	Kasachstan	RO	Rumänien		
CU	Kuba	LC	St. Lucia	RU	Russische Föderation		
CZ	Tschechische Republik	LI	Liechtenstein	SD	Sudan		
DE	Deutschland	LK	Sri Lanka	SE	Schweden		
DK	Dänemark	LR	Liberia	SG	Singapur		
EE	Estland						

(19)



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) Publication number:

0 421 941 A1

(12)

EUROPEAN PATENT APPLICATION

(21) Application number: 90830061.9

(51) Int. Cl.⁵: G09F 27/00

(22) Date of filing: 20.02.90

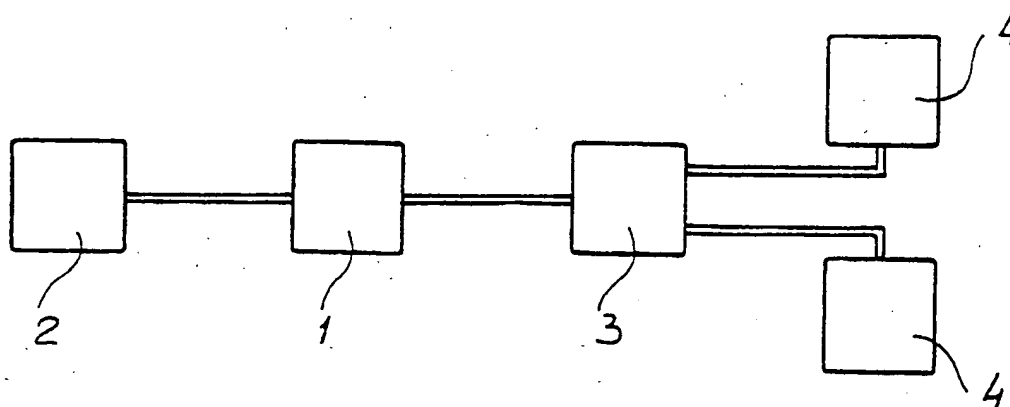
(30) Priority: 06.10.89 IT 2194389

(43) Date of publication of application:
10.04.91 Bulletin 91/15(84) Designated Contracting States:
AT BE CH DE FR GB LI NL SE(71) Applicant: CALIPSO S.A.S. MANAGEMENT
CONSULTANT DI GIANCARLO CIPELLI
Via Mattei, 8
I-31022 Preganziol (Treviso)(IT)(72) Inventor: Cipelli, Giancarlo, Calipso S.a.s.
Manage. Cons., Di Giancarlo Cipelli, Via
Mattei, 8
I-31022 Preganziol (Treviso)(IT)
Inventor: Grossi, Paolo, Calipso S.a.s.
Manage. Cons., Di Giancarlo Cipelli, Via
Mattei, 8
I-31022 Preganziol (Treviso)(IT)(74) Representative: Cicogna, Franco
Ufficio Internazionale Brevetti Dott.Prof.
Franco Cicogna Via Visconti di Modrone,
14/A
I-20122 Milano(IT)

(54) Advertising apparatus for spreading audio-visual advertising messages.

(57) An advertising apparatus for spreading audio-visual advertising messages, to be installed at sale places and adapted to be actuated by possible buyers coming near, comprises a sensing device which

is so driven and controlled as to actuate buyer attracting audio-visual elements.

Fig.1

EP 0 421 941 A1

NEXT AVAILABLE COPY

BACKGROUND OF THE INVENTION

The present invention relates to an advertising apparatus for spreading audio-visual advertising messages and, more specifically, an audio-visual advertising apparatus which is adapted to be actuated by potential buyers coming near.

As is known, for advertising purposes there are generally used advertising posters, leaflets, audio-visual devices and so on, which are frequently directly used at the sale place.

However, known audiovisual advertising devices are usually controlled and operated by advertising personnel trained to attract potential buyers by suitable gestures and wordings.

SUMMARY OF THE INVENTION

The main object of the present invention is to provide an audio-visual apparatus which is adapted to automatically provide advertising audio-visual messages at a sale place.

Another object of the present invention is to provide such an advertising apparatus which is directly actuated by a potential buyer coming nearer.

Yet another object of the present invention is to provide such an advertising apparatus which can safely and reliably operate without the assistance of operating personnel.

According to one aspect of the present invention, the above mentioned objects, as well as yet other objects, which will become more apparent hereinafter are achieved by an audio-visual advertising apparatus for spreading audio-visual advertising messages, characterized in that said apparatus essentially comprises sensing means adapted to sense a potential buyer coming near and control means driven by said sensing means so as to actuate audio-visual advertising means.

BRIEF DESCRIPTION OF THE DRAWINGS

Further characteristics and advantages of the audio-visual advertising apparatus according to the present invention, will become more apparent from the following detailed description of a preferred, though not exclusive, embodiment thereof, which is illustrated, by way of an indicative but not limitative example in the schematic accompanying drawing the single figure of which is a bloc diagram of the

subject audio-visual advertising apparatus.

DESCRIPTION OF THE PREFERRED EMBODIMENT

With reference to the figure of the accompanying drawing, the advertising audio-visual apparatus according to the present invention comprises sensing means 1, for example a reflex photocell, or a proximity sensor, which is suitably coupled to a regulated power supply indicated at 2.

This sensor, in particular, should be adapted to detect the presence of one or more potential buyers, either moving or at rest.

This sensor is operatively coupled, to drive it, with a control device 3 including one or more relays driven by a pulse counter.

The relays, in turn, are adapted to close an energizing or enabling circuit for energizing one or more advertising devices 4 of the visual and/or acoustic type.

According to the invention, the above mentioned control device 3 further comprises a delay source and one or more timer, the delay source being provided for actuating the relay after a set time delay from the driving signal sent by the mentioned sensing means.

The timers, in turn, allow the actuation period of the advertising devices to be set depending on requirements.

The audio-visual advertising devices can comprise lamps, laser devices, electronic message play back devices and/or video recorders or displaceable mechanical means.

The advertising devices can be arranged on a shelving also supporting goods of any types, inside refrigerating benches or the like, on the floor or on the ceiling or wall of the sale place, or on the road near the sale place.

In actual practice, the sensing means will detect the presence of one or more persons within a range of interest and, by means of the relay, will close the actuating circuit of the advertising message spreading devices, in order to transmit the set audio or visual messages, which can be sent either simultaneously or in succession.

Thus, the disclosed apparatus will attract, without the assistance of advertising personnel, potential buyers moving near it.

While the invention has been disclosed and illustrated with reference to a preferred embodiment thereof, it should be apparent that the dis-

closed embodiment is susceptible to several modifications and variations all of which will come within the spirit and scope of the appended claims.

Claims

- 1- An audio-visual advertising apparatus for spreading audio-visual advertising messages, characterized in that said apparatus comprises sensing means for sensing a potential buyer coming near and control means driven by said sensing means so as to actuate audio-visual advertising means.
- 2- An apparatus according to claim 1, characterized in that said sensing means comprise a reflex photocell.
- 3- An apparatus according to claim 1, characterized in that said sensing means comprise a proximity detector.
- 4- An apparatus according to claim 1, characterized in that said control means comprise relay means associated with a pulse counter.
- 5- An apparatus according to claim 1, characterized in that said control means comprise time delay means and at least a timer.
- 6- An apparatus according to claim 1, characterized in that said audio visual advertising means comprise lamps, lasers, audio play back devices, video recorders and/or movable mechanical advertising means.

5

10

15

20

25

30

35

40

45

50

55

BEST AVAILABLE COPY

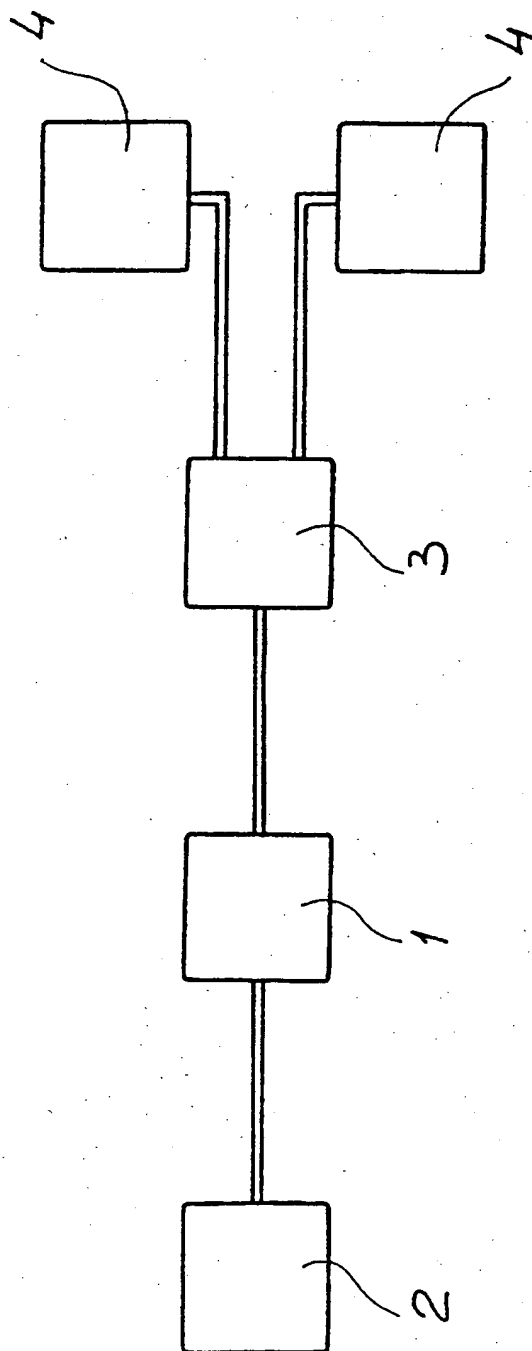


Fig. 1



European
Patent Office

EUROPEAN SEARCH REPORT

Application Number

EP 90 83 0061

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.5)
X	DE-A-1 926 517 (IMPULSREKLAM) " Whole document "	1-6	G 09 F 27/00
X	WO-A-8 302 029 (SITES ALIVE PTY) " Page 3, line 19 - page 9, line 7; figures 1,4 "	1,3-6	
X	EP-A-0 139 876 (M. CAMPBELL) " Page 3, line 24 - page 6, line 28; fig. "	1,3-6	
			TECHNICAL FIELDS SEARCHED (Int. Cl.5)
			G 09 F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of search 16 January 91	Examiner GALLO G.G.
<div>CATEGORY OF CITED DOCUMENTS</div> <div>X: particularly relevant if taken alone</div> <div>Y: particularly relevant if combined with another document of the same category</div> <div>A: technological background</div> <div>O: non-written disclosure</div> <div>P: intermediate document</div> <div>T: theory or principle underlying the invention</div> <div>E: earlier patent document, but published on, or after the filing date</div> <div>D: document cited in the application</div> <div>L: document cited for other reasons</div> <div>&: member of the same patent family, corresponding document</div>			

REST AVAILABLE COPY

THIS PAGE BLANK (USPTO)